

DATE: March 15, 2004

TO: CITY CLERK

FROM: Cesar Chavez Memorial Monument Committee  
Margarita G. Sanchez  
7722 North Loop  
El Paso, Texas 79915

CITY CLERK DEPARTMENT

2004 MAR 15 PM 10 34

Telephone No. (915) 775-2501  
(8:00 AM – 5:00 PM)

Please place the following item on the **CONSENT** Agenda for the Council Meeting of:

March 23, 2004

Item should read as follows:

Cesar Chavez Memorial Monument Committee to hold a march on March 31, 2004 from 12:30 p.m. to 1:15 p.m. Route: Start at Riverside High School to Midway, turn right on Alameda, proceed on Alameda and finish at 7814 Alameda-Cesar Chavez Academy. Approximately 30 persons and 10 motorcycles will take part. (District 7) [Margarita G. Sanchez]

SPECIAL INSTRUCTIONS:

PERMIT #04-013

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BUILDING PERMITS & INSPECTIONS USE Item No. \_\_\_\_\_

☒ POLICE DEPARTMENT

☒ FIRE DEPARTMENT

☒ SUN METRO

☒ PARKS DEPARTMENT

☒ ENGINEERING/TRAFFIC

☒ TXDOT

☒ STREET DEPARTMENT

☒ CIVIC CENTER

☒ COMPLETE



4. Approximate number of participants:

30 Persons           Vehicles           Animals           Other

Specify: <sup>10</sup>motorcycles

\*Section 13.32.100 requires you to keep the parade route clean and free of animal excrement during the parade.

5. Approximate or anticipated number of spectators:                     

6. Purpose of Event: (i.e. fund-raiser, school activity, etc.)

Cultural Event

If this is a fund-raiser and you estimate that you will raise over \$500, please list your Charitable Solicitation Permit number: N/A

7. Proposed Route: (streets, parks, sidewalks to be used or blocked)

**ATTACH A CLEAR AND SPECIFIC HAND DRAWN MAP**

STARTING @ Riverside High School (Midway) North to  
Alameda; Right (east) on Alameda to Cesar Chavez  
Academy, 7814 Alameda — Approximately .05 miles

Location of assembly area, if separate or different:

### **IMPORTANT INFORMATION REGARDING TRAFFIC CONTROL:**

If traffic control will be provided by the El Paso Police Department for a moving event, you must submit a map of the route for the event. The Police Department will then prepare a traffic control plan along with an estimated cost for their services as provided in Section 13.32.110. You will be billed for the actual cost after the event.

If traffic control will not be provided by the El Paso Police Department, then you must submit a map and written traffic control plan to Building Permits & Inspections or the Engineering/Traffic Division, not less than seven days prior to the date of the event.

You will also be responsible for paying for and providing any barricades and signs. The barricading shall be manned and the barricading and signing shall comply with the provisions set forth in the State's

"Manual of Uniform Traffic Control Devices." Please feel free to contact the City's Engineering/Traffic Division, 6<sup>th</sup> Floor, 541-4050, for more information.

8. Amplification devices to be used: \_\_\_\_\_ Yes ☒ No

**Use permitted only between the hours of 7 a.m. and 10 p.m.**

If amplification is being requested, number of and sound amplifying capacity of microphones, amplifiers and speakers proposed to be used. Also, state whether or not the purpose is advertising any goods, property, services, or entertainment, the primary purpose of which advertising is the making of a profit for a business.

Regarding the use of San Jacinto Plaza, amplification may only be used on the stage. If you wish to use this area, you must also contact the Parks and Recreation Department, 6<sup>th</sup> Floor, and reserve the stage. A fee is charged for the use of this area. Additionally, other ordinances may apply to or restrict the use of city-owned property, including parks.

9. Method of Street and Right-of-Way cleaning:

SELF CLEANING

Section 13.32.100 requires you to clean the streets, sidewalks, and other rights-of-way from all event litter and debris, including that left by spectators. In the event that you do not clean these areas, the City may perform such cleaning and you will be charged. You may also arrange in advance to have the Street Department perform the cleaning for a charge by filling out a separate request form and submitting it to Building Permits & Inspections Office no later than fourteen days prior to the date of the event.

**RELEASE:** In consideration of the permit for use of city streets, sidewalks, and other places held for public use, it is understood that the applicant(s) contained herein do hereby release and discharge the City, and its respective officers, directors, agents, and employees, jointly and severally, from any and all liability for illness, injuries and damages that may be suffered which arise out of or result from participation in this event.

Mayarita I. Danche  
Signature of Applicant

3-15-04  
Date

For Cesar Chavez Memorial Monument Committee  
(Organization/Sponsor, if any)

Please note: If the parade or temporary event is designed to be held by or for any person other than the applicant, the applicant shall attach a communication in writing from the person authorizing the applicant to apply for the permit.

For Office Use Only

Event: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

\$15.75 Fee Paid: 0407403-1 03/15/2004 001 11

\$21.00

City Council Hearing: MARCH 23, 2004

Copy to:

☒ Police Department  
☒ Fire Department  
☒ Sun Metro  
☐ Parks Department

☒ Engineering-Traffic Div.  
☒ Highway Department  
☐ Street Department  
☐ Civic Center

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PERMIT**

EVENT: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

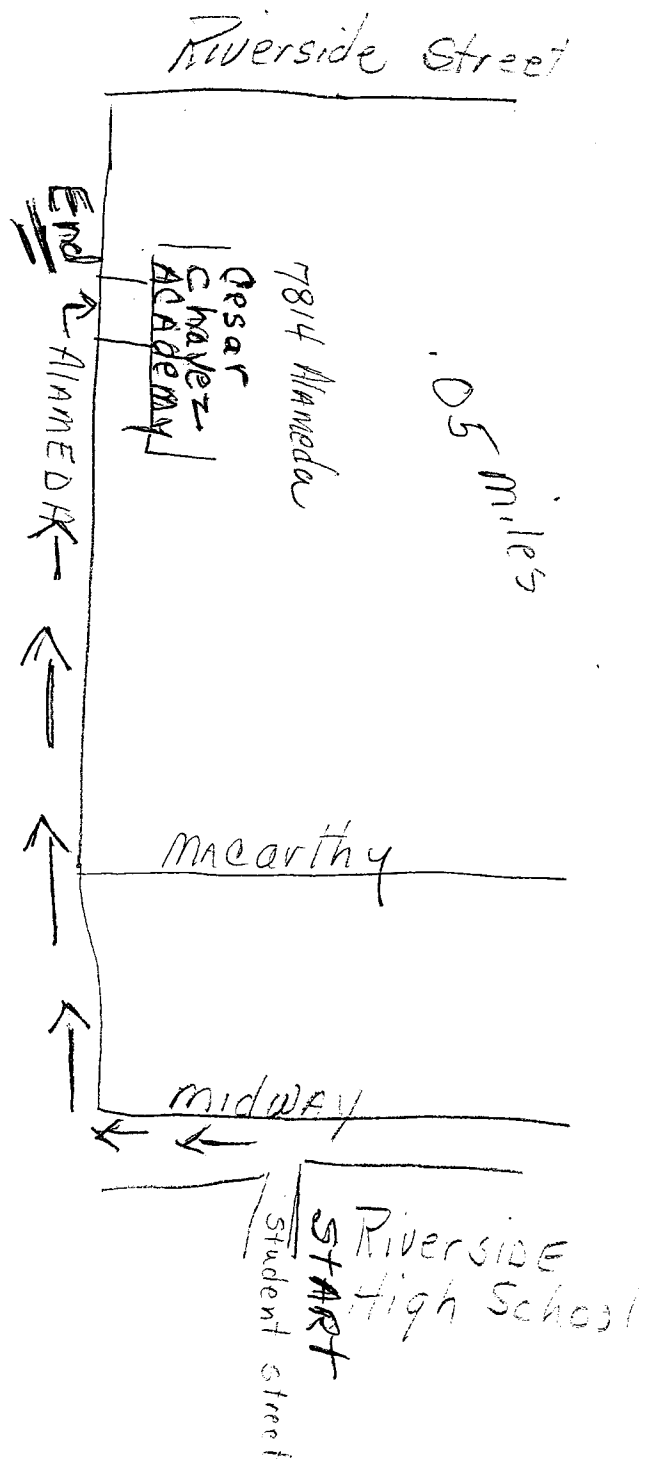
LOCATION RIVERSIDE HIGH SCHOOL, MIDWAY, ALAMEDA, CESAR CHAVEZ  
ACADEMY-7814 ALAMEDA

DATE OF EVENT: MARCH 31, 2004 FROM 12:30 P.M. 1:15 P.M.

City Council Action: ☐ Approved ☐ Disapprove ☐ Approve W/Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: \_\_\_\_\_

\_\_\_\_\_  
**R. Alan Shubert, P.E.**  
**BUILDING PERMITS & INSPECTIONS DIRECTOR**



Mar. 15, 2004 1:03PM CITY OF EL PASO

No. 4645 P. 5

## For Office Use Only

Event: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH\$15.75 Fee Paid: 0407403-1 03/15/2004 001 11  
\$21.00City Council Hearing: MARCH 23, 2004

## Copy to:

<input checked="" type="checkbox"/> Police Department	<input checked="" type="checkbox"/> Engineering-Traffic Div.
<input checked="" type="checkbox"/> Fire Department <i>me</i>	<input checked="" type="checkbox"/> Highway Department
<input checked="" type="checkbox"/> Sun Metro	<input type="checkbox"/> Street Department
<input type="checkbox"/> Parks Department	<input type="checkbox"/> Civic Center

## Comments:

PERMITEVENT: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCHLOCATION RIVERSIDE HIGH SCHOOL, MIDWAY, ALAMEDA, CESAR CHAVEZ  
ACADEMY-7814 ALAMEDADATE OF EVENT: MARCH 31, 2004 FROM 12:30 P.M. 1:15 P.M.City Council Action: ☐ Approved ☐ Disapprove ☐ Approve W/Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: \_\_\_\_\_

R. Alan Shubert, P.E.  
BUILDING PERMITS & INSPECTIONS DIRECTOR

Mar. 15. 2004 10:18AM

CITY OF EL PASO

No. 4632 P. 5

## For Office Use Only

Event: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH\$15.75 Fee Paid: 0407403-1 03/15/2004 001 11

\$21.00

City Council Hearing: MARCH 23, 2004

## Copy to:

☒ Police Department  
☒ Fire Department  
☒ Sun Metro  
☐ Parks Department

☒ Engineering-Traffic Div.  
☒ Highway Department  
☐ Street Department  
☐ Civic Center

## Comments:

*Sun Metro has no objection to  
the event.*

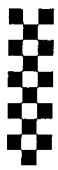
*L. Lujan 3/20/04*

**PERMIT**EVENT: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCHLOCATION RIVERSIDE HIGH SCHOOL, MIDWAY, ALAMEDA, CESAR CHAVEZ  
ACADEMY-7814 ALAMEDADATE OF EVENT: MARCH 31, 2004 FROM 12:30 P.M. 1:15 P.M.City Council Action: ☐ Approved ☐ Disapprove ☐ Approve W/Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: \_\_\_\_\_

R. Alan Shubert, P.E.  
BUILDING PERMITS & INSPECTIONS DIRECTOR





For Office Use Only

Event: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

\$15.75 Fee Paid: 0407403-1 03/15/2004 001 11

\$21.00

City Council Hearing: MARCH 23, 2004

Copy to:

☒ Police Department  
☒ Fire Department  
☒ Sun Metro  
☐ Parks Department

☒ Engineering-Traffic Div.  
☒ Highway Department  
☐ Street Department  
☐ Civic Center

Comments:

Traffic HAS No Objections To Proposed  
Event. Traffic Control By Police Officers.

*[Signature]*  
3/18/04

PERMIT

EVENT: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

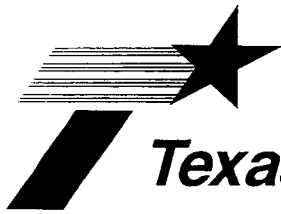
LOCATION RIVERSIDE HIGH SCHOOL, MIDWAY, ALAMEDA, CESAR CHAVEZ  
ACADEMY-7814 ALAMEDA

DATE OF EVENT: MARCH 31, 2004 FROM 12:30 P.M. 1:15 P.M.

City Council Action: ☐ Approved ☐ Disapprove ☐ Approve W/Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: \_\_\_\_\_

R. Alan Shubert, P.E.  
BUILDING PERMITS & INSPECTIONS DIRECTOR



# Texas Department of Transportation

13301 GATEWAY BLVD. WEST • EL PASO, TEXAS 79928-5410 • (915) 790-4200

March 15, 2004

Subject: Walk/March

Control: 2-1

Highway: SH 20

County: El Paso

Ms. Margarita G. Sanchez  
Cesar Chavez Memorial Monument Committee  
7722 North Loop  
El Paso, Texas 79915

Dear Sanchez:

Reference is made to your application of March 15, 2004 requesting use of Alameda for the proposed Cesar Chavez March on Wednesday, March 31, 2004.

It is not our desire to discourage this activity, but we need to stress the outright danger involved in using state highways for this type of activity. We must, in good judgment, recommend against the use of these highways for the proposed Cesar Chavez March. If, after consideration of the danger and liability involved, your organization remains resolute in its intentions, then this department can only suggest you comply with the following guidelines to provide safety for the event:

1. The local authorities, El Paso Police Department, shall provide adequate traffic control throughout portions of the Cesar Chavez March. This shall include advance warnings to motorists and motorized escorts by police units to ensure that the traveling public is aware of participants as well as more areas of safety by slowing down motorists.
2. Preparation and termination areas of event shall be located off the highway right-of-way.
3. It is recommended the event proceed in the same direction as the normal traffic flow.

If you have any questions concerning this matter, please contact Mr. Raymond Lucero at (915) 790-4308.

Sincerely,

Edgar E. Fino, P.E.  
Traffic Engineer

: Mo

**C  
O  
P  
Y**

For Office Use Only

Event: CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

\$15.75 ☐ Fee Paid:  
\$21.00 ☐

0407403-1 03/15/2004 001 11

Date

City Council Hearing:

MARCH 23, 2004

Date

Copy To:

☒ Police Department  
☒ Fire Department  
☒ Sun Metro  
☐ Parks Department

☒ Traffic & Trans. Dept.  
☒ Highway Department  
☐ Street Department

**Comments:**

The El Paso Police Department has no objections with this event.

The Department will police the event with 3 officers and 3 vehicles.

Estimated cost to city: \$281.25 Estimated cost to applicant: \$56.25

PR 04-013

**PERMIT**

EVENT CESAR CHAVEZ MEMORIAL MONUMENT COMMITTEE MARCH

LOCATION: RIVERSIDE HIGH SCHOOL, MIDWAY, ALAMEDA, CESAR CHAVEZ ACADEMY 7814  
ALAMEDA

DATE OF EVENT: MARCH 31, 2004 FROM 12:30 PM TO 1:15 PM

CITY COUNCIL ACTION: ☐ Approve ☐ Disapprove ☐ Approve w/ Mod

Date Permit Issued: \_\_\_\_\_ Permit No.: \_\_\_\_\_

\_\_\_\_\_  
Building Permits & Inspections Director

JOE WARDY  
MAYOR



**CITY COUNCIL**

SUSAN AUSTIN  
DISTRICT NO. 1

ROBERT A. CUSHING, JR.  
DISTRICT NO. 2

JOSE ALEXANDRO LOZANO  
DISTRICT NO. 3

JOHN COOK  
DISTRICT NO. 4

DANIEL S. POWER  
DISTRICT NO. 5

PAUL J. ESCOBAR  
DISTRICT NO. 6

VIVIAN ROJAS  
DISTRICT NO. 7

ANTHONY COBOS  
DISTRICT NO. 8

**THIS IS NOT A PERMIT**

March 18, 2004

Cesar Chavez Memorial Monument Committee  
Margarita G. Sanchez  
7722 North Loop  
El Paso, Texas 79915

FROM: BUILDING PERMITS & INSPECTIONS

SUBJECT: Application for use of City Streets/Sidewalks (in connection with a Parade, Walk, Run, etc.)

THIS IS ONLY A RECOMMENDATION FROM BUILDING PERMITS & INSPECTIONS TO THE MAYOR AND COUNCIL, THEY WILL MAKE FINAL DETERMINATION AT THE CITY COUNCIL MEETING, MARCH 23, 2004 AT 9:00 A.M. WE RECOMMEND A REPRESENTATIVE BE PRESENT TO ANSWER ANY QUESTIONS THAT CITY COUNCIL MAY HAVE.

**REQUEST:**

Cesar Chavez Memorial Monument Committee to hold a march on March 31, 2004 from 12:30 p.m. to 1:15 p.m. Route: Start at Riverside High School to Midway, turn right on Alameda, proceed on Alameda and finish at 7814 Alameda-Cesar Chavez Academy. Approximately 30 persons and 10 motorcycles will take part. (District 7) [Margarita G. Sanchez] Permit No. 04-013

**RESPONSES:**

NO OBJECTIONS FROM FIRE, SUN METRO, AND TRAFFIC/ENGINEERING. TX-DOT FORM LETTER. THE EL PASO POLICE DEPARTMENT HAS NO OBJECTIONS WITH THIS EVENT. THE DEPARTMENT WILL POLICE THE EVENT WITH 3 OFFICERS AND 3 VEHICLES. ESTIMATED COST TO CITY: \$281.25 ESTIMATED COST TO APPLICANT: \$56.25. THE OFFICE OF BUILDING PERMITS & INSPECTIONS RECOMMENDS APPROVAL.

A handwritten signature in black ink, appearing to read "R. Alan Shubert".

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**R. ALAN SHUBERT, P.E.**  
**BUILDING PERMITS & INSPECTIONS DIRECTOR**

# Cesar Chavez Newsletter

Volume II

February 2004

FEB 19 2004

The Inner Resources  
Foundation for  
Children and  
Families  
7722 North Loop  
El Paso, Texas  
79915  
(915) 782-4000  
Fax: (915) 782-4040

## Cesar Chavez Committee Members

J. R. Quinn  
Emma Munoz  
Patrick Lopez  
Emma Gonzalez  
Joe Olvera  
Armando Salas  
Hector Rodarte  
Nancy Fontes  
Jimmy Alva  
Poly Cisneros  
Andy Ramirez  
Jaime Cisneros  
Guillermina Garcia  
Chilo Madrid  
Sen. Eliot Shapleigh  
Rep. Norma Chavez

*"Because we have  
suffered, and we  
are not afraid to  
suffer in order to  
survive, we are  
ready to give up  
everything—even  
our lives—in our  
struggle for  
justice."*

*Cesar Chavez*

## Cesar Chavez Memorial Monument Project: Moving Right Along by Chilo L. Madrid, Ph.D

As we get ready to welcome the Year 2004, I am happy to report that the Cesar Chavez Memorial Monument - a project on which we've been working for more than a year-is getting closer to completion. At this time, I would like to thank not only the members of the Cesar Chavez Committee, but also every Aliviane employee who has, in one way or another, assisted us in bringing this dream to fruition.

I am very happy to report that we are on the verge of hiring the sculptor that will design, build, and install our nine-foot monument to the great labor leader. This monument, once it has been created, will be situated at the Cesar Chavez Academy, 7814 Alameda. As most of you know, we have already held a couple of fund-raisers.

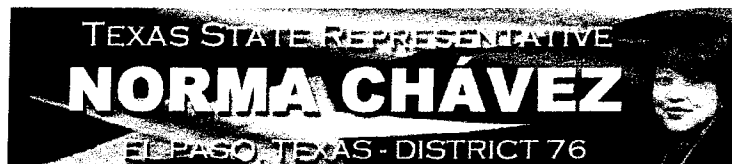
The most recent one was completed on September 16 - a rather auspicious day for us, because Diez y Seis de Septiembre is a very meaningful historical date for those of us who are of Mexican descent. To culminate our fund-raiser, in which we sold raffle tickets for a refurbished 1982 Chevrolet El Camino, we presented the car to the winner - nine year old Daniel Morales Ortega.

No, Daniel can't drive yet, but he did hold the winning ticket. Daniel, pictured below as I presented him with keys to the car, came to Aliviane to collect his grand prize, accompanied by his father, of course. Daniels dad - Rodolfo Morales - currently lives in Ciudad Juarez, where he works in construction. Daniel also has two sisters, Noemi, 17, and Elizabeth, 13. His mom's name is Maria Dolores Morales.



While Daniel said he would give the car to his dad, his dad said that he would hold it in reserve for Daniel, but only if Daniel promises to be a good and careful driver and, of course, if he obtains his driver's license, gets good grades in school, and continues to be a good son and brother. "I'm already learning to drive," Daniel said. "My dad is teaching me to drive his car."

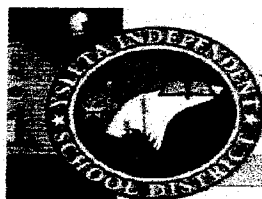
Again, allow me to thank each and everyone of you who have been helping us with our major project. Honoring Cesar Chavez, and working towards pulling all the elements together, has been a labor of love. All of us who belong to the Committee are extremely happy that we are, at last, seeing the light at the end of the tunnel. It hasn't been easy, but it certainly has been worth it. As we continue to be fund-raising mode, we will keep you informed about our progress. Thank you, and I remain - your CEO.



Texas State Representative Norma Chavez, District #76, has been hard at work bringing recognition to the late, great Chicano leader, Cesar Estrada Chavez. Although Cesar Chavez is not related to Norma Chavez, she holds a deep respect for the man who almost seems like family. "It's time that Texas recognizes a great Hispanic leader." Her efforts paid off when she got the State of Texas to rename a portion of the Border Highway as the Cesar Chavez Memorial Highway. Her work on the Cesar Chavez Memorial Committee has included sponsoring a Resolution in the Texas Capitol honoring the great man. She has been a keynote speaker at many events set up for Cesar Chavez.

Other efforts on her part to bring recognition to Cesar Chavez include having a holiday named for him in Texas. She sponsored a bill to make March 31—Cesar Chavez's birthday an optional state holiday. The legislation she sponsored gives state workers the choice to miss work in honor of Cesar Chavez by giving up another state holiday.

Norma Chavez said that honoring Cesar Chavez is a duty of which she feels very honored to undertake. "He founded the United Farm Workers of America, and was considered among the most prominent Latino leaders of the Civil Rights Era," Norma Chavez said. "I always associate Cesar Chavez with California lettuce and the Civil Rights Movement. He deserves every accolade with which we can honor him."



**YISD**

*The Ysleta Independent School District*



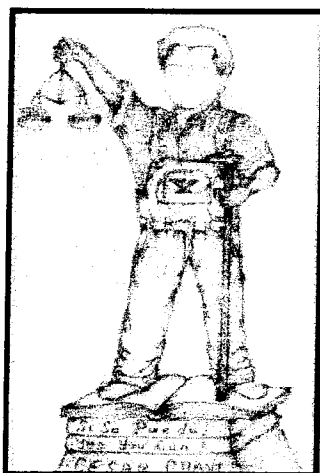
Andy Ramirez, one of the newer members to serve on the Cesar Chavez Memorial Monument Committee, is a life-long admirer of the great labor leader. Ramirez, who was elected to the Ysleta ISD Board of Trustees last Spring, has resided in the Riverside Community for more than 40 years. He attended Ramona Elementary, and graduated from Riverside High School. Ramirez shares his admiration for Cesar Chavez with his wife, Lety. They have two children who have also attended schools in the Riverside area, with his youngest child graduating this year.

Ramirez is a construction superintendent for Asphalt Pavers, is bringing his expertise to the table. Not only is he advising committee members about where best to place the Memorial to Chavez, but he is working on ensuring that the statue, once it's in place, will be secure and strongly reinforced with all the elements to keep it in place for years to come. Ramirez has been very active in the committee, joining other committee members in conducting fund-raising activities, and in making sure that the committee doesn't miss a beat in working to build and erect the statue. His expertise as a construction superintendent will definitely be useful, as he guides the committee on the specialized work that denotes the erection of the statue.

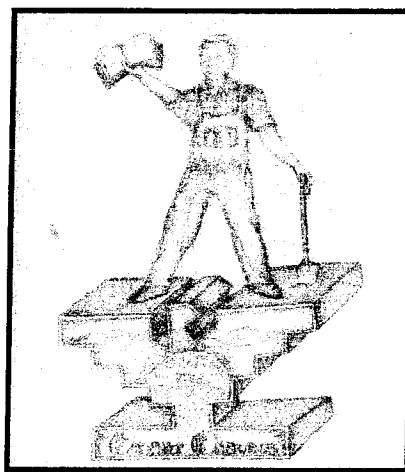
"Cesar Chavez was a great man who needs to be honored," Ramirez said. "Placing the statue inside the grounds of the Cesar Chavez Academy presents an ideal situation. It will allow students at the academy to identify with one of the greatest Hispanic leaders of all time. They will be able to identify with an American icon who made his name by protecting the rights of people who had no protection—farm workers. I am honored to have been named to the committee."



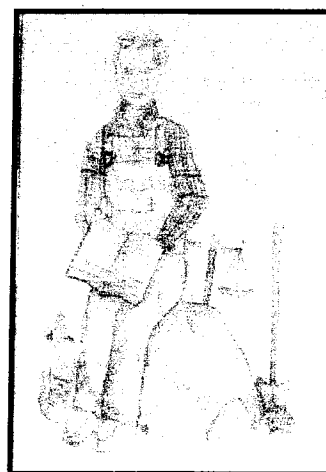
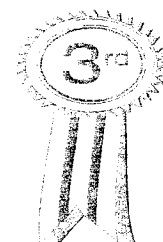
Kneeling L to R: Horacio Villanueva, Alex Flores, and Mario Tena. Back row L to R: Ignacio Vasquez, Sergio Gonzalez, Ray Adams, Greg Escalante, Adan Herrera, Jorge Martinez, and Fernando Escobedo.



Adan Herrera



Mario Tena



Fernando Escobedo

## Cesar Chavez Academy to honor school namesake, Cesar Estrada Chavez

by Joe Olvera



Winning artist Mario Tena didn't want to enter an art contest at the Cesar Chavez Academy - even though he knew that first place would win the grand sum of \$100. "My teacher encouraged me to enter the contest because she thinks I'm a good artist. I wasn't planning to, but now I'm glad I did."

Tena won first place for his vision of what he believes a statue of Cesar Chavez should look like. He was one of ten budding artists at the Academy who entered the contest. Their mission was to draw a likeness of Cesar Estrada Chavez - the late Chicano icon. The contest was held as part of the process that a group known as the Cesar Chavez Memorial Monument Committee is undergoing to erect a statue to honor the labor leader. The statue's sculptor - yet to be named - will gather ideas from the students' contributions.

A ceremony to present awards to all the artists who submitted entries was Dec. 16, 2003, at the Cesar Chavez Academy, 7814 Alameda. First Place went to Tena; 2<sup>nd</sup> place winner was Adan Herrera - who received \$50 for his efforts, with Fernando Escobedo winning \$25 for his third-place entry.

Efforts have been in the works for more than a year to raise money to hire an artist who will create the 9-foot bronze statue of Chavez. The work of art, which will stand on a six-foot pedestal, will be located at the school that was named in his honor. The Cesar Chavez Academy is an alternative school for students who are having disciplinary problems at their home school. They attend the Academy to get help on getting their academic careers back on track.

Dr. Chilo L. Madrid, CEO of the Inner Resources Foundation for Children and Families - a division of Aliviane NO-AD, Inc. - said that all the students who entered the contest, will have their names engraved in bronze, and placed on the base of the statue - for posterity.

"This is a good example of what we mean when we repeat Cesar Chavez's words: Si Se Puede (Yes, you can)," Madrid said at the ceremony. "Cesar Chavez always believed in higher education, and he believed in the abilities of Mexican Americans. I was amazed at the talent and intelligence that some of the students displayed. It can be done?"

Other entrants to the contest, included: Jorge Martinez, Greg Escalante, Sergio Gonzalez, Ray Adams, Ignacio Vasquez, Alex Flores, and Horacio Villanueva.

The committee plans to hold a Silent Auction Fund-Raiser on March 26, 2004. Items will be auctioned off to gather money for the project. The committee has already held a raffle, with a refurbished 1982 Chevrolet El Camino as the grand prize. Other events to raise money have included a dinner honoring Chavez, and others.

Also present at the ceremony was Academy Principal J.R. Quinn. "This will be a monument that the entire city of El Paso can look at with pride," Quinn said. Other speakers included Jimmy Alba - who has extensive experience working with students, Carlos Marentes - director of a farm-workers union, Union de Trabajadores Agricolas, and Emma Gonzalez, chairwoman of the Cesar Chavez Memorial Monument Committee.